

CLAIMS

WHAT IS CLAIMED IS:

1. A computerized method for managing electronic data configured to enable the offer and purchase of extended warranty services over a telecommunications medium, the method comprising:

providing a set of data associated with at least one consumer purchasing transaction wherein the set of data includes consumer-related and product-related information specific to each of the at least one consumer purchasing transactions;

providing a pricing program for generating an extended warranty offer for each of the at least one consumer purchasing transactions;

generating an extended warranty offer for at least one of the at least one consumer purchasing transactions so that each of the generated extended warranty offers is associated with one of the at least one consumer purchasing transactions;

creating an electronic solicit for at least one of the generated extended warranty offers;

identifying a recipient for at least one of the created electronic solicits where each of the identified recipients is associated with one of the at least one consumer purchasing transactions; and

delivering at least one of the electronic solicits over the telecommunications medium to at least one of the recipients.

2. The computerized method of claim 1 wherein at least one of the generated extended warranty offers may be purchased by at least one of the recipients over the telecommunications medium.

3. The computerized method of claim 1 wherein at least one of the electronic solicits is delivered over the telecommunications medium via email.

4. The computerized method of claim 3 further comprising:
providing a unique and personalized link for at least one of the recipients so that each provided unique and personalize link is associated with one of the recipients; and

incorporating at least one unique and personalized link within at least one of the electronic solicits so that the associated recipient may activate the link to access and purchase the extended warranty offer over the telecommunications medium.

5 5. The computerized method of claim 3 further comprising:
 providing a fulfillment database for generating warranty services contracts for
each recipient that purchases the extended warranty offer.

10 6. The computerized method of claim 1 further comprising:
 selecting a first subset of data from the set of data;
 generating an extended warranty offer for at least one of the consumer
purchasing transactions within the first subset of data;
 creating a paper solicit for at least one of the generated extended warranty
offers within the first subset of data;
15 identifying a recipient for each of the created paper solicits where each of the
recipients is associated with one of the at least one consumer purchasing transactions
within the first subset of data; and
 delivering at least one of the paper solicits via a mail delivery provider to the
recipient.

20 7. The computerized method of claim 6 further comprising:
 selecting a second subset of data from the set of data;
 generating an extended warranty offer for at least one of the consumer
purchasing transactions within the second subset of data;
 creating an electronic solicit for at least one of the generated extended
25 warranty offers within the second subset of data; and
 delivering at least one of the electronic solicits via email over the
telecommunications medium to the recipient.

8. The computerized method of claim 4 further comprising:
providing a Web page form accessible by activating the unique and
personalized link where the Web page form includes consumer-related and product-
related data from the set of data specific to the recipient so that the recipient may
5 purchase the extended warranty offer without entering additional data.

9. The computerized method of claim 5 further comprising:
providing feedback to a marketing database to suppress the generation of an
additional solicit for the recipients that have purchased the extended warranty offer.

10 10. The computerized method of claim 8 further comprising:
providing a Web page form for the recipient to select the products to be
covered by the extended warranty offer;
providing a Web page form for the recipient to select the number of years the
extended warranty offer will cover; and
15 providing a Web page form for the recipient to select payment options for
purchasing the extended warranty offer.

11. A method for managing electronic data to enable a transaction between
a consumer and a service center, the method comprising:
generating an offer for extended warranty services associated with one or
20 more products purchased by the consumer;
selecting a paper solicit and/or an electronic solicit to be delivered to the
consumer that will incorporate the offer; and
delivering the selected solicit to the consumer.

25 12. The method of claim 11 further comprising:
providing a set of consumer preferences wherein the step of selecting is made
by the service center and is based on at least the consumer preferences.

13. The method of claim 12 wherein the consumer preferences are:
the presence of an email address for the consumer; and
whether the consumer has chosen to receive correspondence from the service
center by means of the email address or by other means.

5 14. The method of claim 13 whereby the service center is configured to
select the electronic solicit, where the electronic solicit is in the form of an email,
when the consumer's email address is present and the consumer has chosen to receive
future correspondence from the service center by means of the email address.

10 15. The method of claim 13 wherein the service center is configured to
select the paper solicit if the consumer's email address is not present.

16. The method of claim 14 further comprising:
storing an electronic file of the offer;
assigning a unique identifier to the offer whereby the unique identifier is
15 usable for retrieving the electronic file;
incorporating the unique identifier into a unique and personalized link that is
activatable by the consumer over a telecommunications medium;
incorporating the unique and personalized link into the body of the email to be
delivered to the consumer over the telecommunications medium; and
20 providing a Web page form accessible when the consumer activates the unique
and personalize link whereby the electronic file is retrieved so that the consumer may
review the offer for extended warranty services and purchase the services over the
telecommunications medium.

25 17. The method of claim 16 further comprising:
providing feedback to a marketing database to suppress the generation of an
additional paper or electronic solicit for the consumer when the consumer purchases
the extended warranty services.

18. The method of claim 12 further comprising:
synchronizing the offer between the paper solicit and the electronic solicit.

5 19. A computer-readable medium encoded with computer program code
for managing electronic data configured to enable online warranty service
transactions between a consumer and a service center comprising:
generating an extended warranty services offer for the consumer based on a
product or products purchased by the consumer;
delivering the offer to the consumer in an electronic solicit over a
10 telecommunications medium;
including within the solicit a link activatable by the consumer for accessing a
Web-based application configured so the consumer may access the offer; and
providing a Web page form including selectable fields indicative of the
extended warranty services offered to the consumer and enabled for the consumer to
15 purchase the extended warranty services over the telecommunications medium.

20. The computer-readable medium of claim 19 wherein the electronic
solicit is in the form of an email delivered to the consumer's email address.

20 21. The computer-readable medium of claim 20, further comprising:
providing means for determining whether the email is successfully delivered
to the consumer's email address; and
delivering a paper solicit to the consumer containing the extended warranty
services offer if the email is not successfully delivered to the consumer's email
25 address.

22. The computer-readable medium of claim 21, further comprising:
delivering the paper solicit to the consumer if the email is successfully
delivered to the consumer's email address and the consumer has not purchased the
30 extended warranty services within a predetermined period of time.

23. The computer-readable medium of claim 22, further comprising:
providing feedback to a marketing database to suppress the delivery of
additional paper and electronic solicits when the consumer purchases the extended
warranty services.

5 24. The computer-readable medium of claim 19, further comprising:
providing a Web page form including selectable fields indicative of extended
warranty services for products other than those in the offer and available for the
consumer to purchase over the telecommunications medium.

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